EXHIBIT 1



February 20, 2020

VIA UPS and email

Lee Marshall Holtry
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Dear Counsel:

As a follow up to last year's correspondence, you will recall we had notified you of Heritage's

The parties attempted to resolve this matter business to business, however, Heritage has failed to substantively respond to Gibson's requests.

Although it would be Gibson's preference to resolve this matter amicably, in a collaborative matter, they cannot allow for their rights to continue to be violated.

Heritage is currently selling the below model guitars that infringe on Gibson's Les Paul Body Shape Design® Trademark and Gibson's ES Body Shape Design® Trademark:

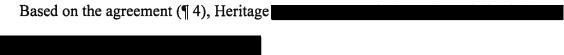


For your reference, Gibson's current use of the Les Paul Body Shape Design® Trademark and the ES Body Shape Design® Trademark is below:





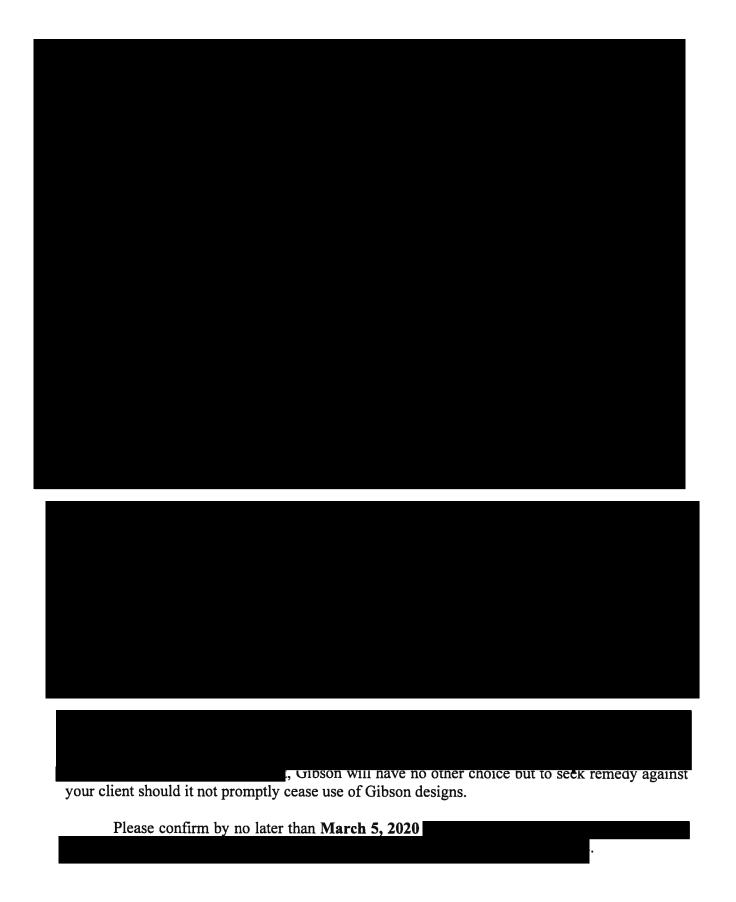
In 1991, Gibson and Heritage entered into a Settlement Agreement regarding Heritage's





Gibson expressly approved, under ¶ 7,





This letter is being sent without prejudice to Gibson's rights which are expressly reserved.

Sincerely,

Andrea E. Bates

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